

ABSTRACT

To allow viewers to easily purchase products shown in entertainment programs, the viewers call an operator terminal.

5 The operator terminal is networked to a central controller, which is also networked to remote terminals. Remote terminal operators enter data about props used in programs, copies of which are to be offered for sale. These remote terminals transmit this data to the central controller for storage in a
10 database. Operators at the operator terminals can access the data stored at the central controller to respond calls from viewers seeking to purchase products.